## ORDER

Orders Order / Rev: 62801 9834589 /Brad Alt Order #: Product Desc:

BOB CASEY FOR SENATE

Estimate:

10/03/12 - 10/08/12 Flight Dates: 10/01/12 / 10/01/12 Original Date / Rev:

Order Type: **GENERAL**  WHP-TV CBS21

Millennium Washington DC Primary AE: Sales Office: **MNAT** 

Sales Region: National

Cash

Broadcast

EOM/EOC

**Shorr Johnson Magnus** Agency Name:

**Buying Contact:** 

Billing Contact:

1831 Chestnut Street Philadelphia, PA 19103

Agency Commission: 15%

Advertiser Casey/D/Senate Name:

> A35+ Demographic:

**Product Codes:** State Elections

Priority: P-3

Revenue Codes: AGY, POL-CAND, GEN New Business Thru:

Billing Type:

Billing Cycle:

Billing Calendar:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan **Totals** 

Start Date	Date End Date		Gross Amount	Net Amount		
10/01/12	10/08/12	50	\$20,370.00	\$17,314.50		

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$20,370.00	\$17,314.50	0.00
Totals	50	\$20,370,00	\$17.314.50	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total		
WHP-TV CBS21	22%	\$20,370.00		
Market	100%	\$92,590.91		

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	49%	\$45,369.55
WHTM	17%	\$15,740.45
WLYH	0%	\$0.00
WPMT	12%	\$11,110.91

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
	1	WHP	10/03/12	10/08/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	М- WГF	:30	6	\$175.00 P-3	0.00 NM	6	\$1,050.00
	2	WHP	10/03/12	10/08/12	M-F 4p-5p M-F 4p-5p	СМ	4p-5p	M- WTF	:30	5	\$150.00 P-3	0.00 NM	5	\$750.00
	3	WHP	10/03/12	10/08/12	M-F 5p-530p News CBS 21 News at 5p	СМ	5p-530p	M- WTF	:30	3	\$110.00 P-3	0.00 NM	3	\$330.00
	4	WHP	10/03/12	10/08/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M- WTF	:30	5	\$450.00 P-3	0.00 NM	5	\$2,250.00
	5	WHP	10/03/12	10/08/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M- WTF	:30	4	\$400.00 P-3	0.00 NM	4	\$1,600.00
_	6	WHP	10/03/12	10/08/12		CM	7p-730p	S-	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00

Print Date: 10/01/12 16:08:26 Page 2 of 2

Order / Rev: 62801

Advertiser: Casey/D/Senate

Alt Order #: 9834589 /Brad

BOB CASEY FOR SENATE Product Desc:

Flight Dates: 10/03/12 - 10/08/12 WHP-TV CBS21

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
				Sa 7p-730p Sa 7p-730p							_		
7	WHP	10/03/12	10/08/12	Sa 730p-8p Sa 730p-8p	СМ	730p-8p	S-	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00
8	WHP	10/03/12	10/08/12	Fri Reg 1 Fri 8p-9p	СМ	8p-9p	F	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
9	WHP	10/03/12	10/08/12	Fri Reg 3 Fri 10p-11p	СМ	10p-11p	F	:30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
10	WHP	10/03/12	10/08/12	Wed Reg 1 Wed 8p-9p	СМ	8p-9p	W	:30	1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00
12	WHP	10/03/12	10/08/12	Mon Reg 2 Girls/Molly	СМ	9p-10p	M	:30	1	\$1,500.00 P-3	0.00 NM	1	\$1,500.00
13	WHP	10/03/12	10/08/12	Sun Reg 3 Sun 9p-10p	СМ	9p-10p	S	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
14	WHP	10/03/12	10/08/12	Sun Reg 2 Sun 8p-9p	СМ	8p-9p	S	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
15	WHP	10/03/12	10/08/12	Sun Reg 4 Sun 10p-11p	СМ	10p-11p	S	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
16	WHP	10/03/12	10/08/12	M-F 11p-1135p News CBS 21 News at 11p	СМ	11p-1135p	M- WTF	:30	5	\$150.00 P-3	0.00 NM	5	\$750.00
17	WHP	10/03/12	10/08/12	Letterman Letterman	СМ	1135p-1235a	М- WГF	:30	5	\$70.00 P-3	0.00 NM	5	\$350.00
18	WHP	10/03/12	10/08/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	S	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
N19	WHP	10/03/12	10/08/12	Thu Reg 1 Bang/Men	CM	8p-9p	T	:30	1	\$1,700.00 P-3	0.00 NM	1	\$1,700.00
N20	WHP	10/03/12	10/08/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	T	:30	1	\$1,400.00 P-3	0.00 NM	1	\$1,400.00
N21	WHP	10/03/12	10/08/12	Sat Reg 1 Sat 8p-9p	СМ	8p-9p	S-	:30	1	\$310.00 P-3	0.00 NM	1	\$310.00
N22	WHP	10/03/12	10/08/12	CBS This Morning Satu Saturday Early Show	ır <b>6</b> M	9a-11a	S-	:30	1	\$70.00 P-3	0.00 NM	1	\$70.00
N23	WHP	10/03/12	10/08/12	Sa 1230a-130a Sa 1230a-130a	СМ	1230a-130a	S-	:30	1	\$20.00 P-3	0.00 NM	1	\$20.00
N24	WHP	10/03/12	10/08/12	SEC Day Game SEC Football Day Gan	CM ne	Various	S-	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
N25	WHP	10/03/12	10/08/12	M-F 6a-7a News CBS 21 News at 6a	CM	6a-7a	M- WTF	:30	1	\$70.00 P-3	0.00 NM	1	\$70.00
												1	<b>\$00.070.00</b>

\$20,370.00 Totals